

**FUTURE
NORTH**



a network for youth

**| Hope
Espoir**

A brighter future.

CAMPAIGN SPONSORSHIP PACKAGE

Future North / Futur du Nord is a youth-led collective impact initiative. Future North fosters Civic Engagement and Leadership within the community through youth-led projects that spur innovative approaches to systems change from the perspective of youth with lived experience.

Throughout the past year, the Future North team identified a need for a sense of hopefulness for the future (post Covid-19 Pandemic). Through the work of the youth-led research project, Culture of the North: BIPOC Youth Taking Action, the team also identified a need for the increased representation and celebration of culturally diverse youth within the community.

Simply put, there is a desire for more cultural celebration and representation through artistic mediums, and that is our mission with this campaign.

In collaboration with the Future North Youth Expert Panel, Future North will be launching a campaign entitled "HOPE | ESPOIR". This campaign will focus on the following themes: **hope, community pride, cultural celebration and the importance of youth leadership and youth engagement.** All of the youth that are represented within the campaign self-identify as BIPOC with diverse lived experiences. Each of these brave youth will represent their culture on the billboards, posters, and print media. In addition, the HOPE | ESPOIR campaign will portray messages and images of a brighter future for the District of Sudbury and Manitoulin. This campaign will be a call to action for all community members to share their messages of hope, and their personal aspirations toward making a difference in our community.

We are asking our business community to join us, and become a part of our shared mission. Alone, we do so little; together we can do so much.

Please take a look at the following few pages and if you could spare 30 minutes, we invite you to discuss with us how we can maximise the effectiveness of this campaign, and ensure as a sponsor you are receiving the desired recognition.

Youth are the Future of the North. Let's celebrate them.

Sincerely,

Nicole Minialoff



Hope | Espoir

**A feeling of expectation and desire
for a certain thing to happen.**

The effects of COVID-19 have been felt worldwide, and here in the Districts of Sudbury-Manitoulin, we have not been immune to those effects.

In our on-going conversations with youth, we keep hearing that despite all the negativity and divisiveness, there is still so much good and many reasons to be hopeful. We want to spread this message everywhere!

Which is where the idea for a campaign centred around Hope comes in.

This campaign is one of Hope, and looking forward with optimism. We are going to shine a spotlight on our youth, and bring light to the incredible youth we have right here in our community. As we have been so inspired by our youth colleagues, we are going to bring that feeling forward and share it with the community.

There are so many reasons to be hopeful for the future with our youth leading the way.

For this campaign, we are going to create graphics that include actual quotes from youth in our districts. These are quotes filled with hope and optimism and we are going to post these images on billboards across the city. We are going to execute a digital and social media campaign to get these messages out there, under the same campaign.

Our hope is to get the entire city involved! We could all use a sprinkle of optimism these days, with our youth leading the way.



"As a youth, my strong passion is actually being out there..."

"...doing something, making a change, meeting people, fitting into the new experiences, this new culture, this new setting, this new environment and learning to adapt - learning to talk to people. To be comfortable, being uncomfortable."

"What I see in Sudbury is not only hospitality, but understanding people's ideas and their viewpoints and acknowledging it..."

"...and actually seeking to come to an agreement to come to some middle ground where we can talk about these things and actually get them solved."



"I honestly think that our voices [youth] matter because we're naive. In the sense that - adults have all these responsibilities and they're always worried about protocol, and a lot of times that clouds how they see the issues that youth are facing and people are facing."

"They [youth] have the drive to ignore all of the norms and all of the rules, when it comes to making the world a better place."

"I would like to see a future where people are more accepting."

"As accepting as we are today, I still think we can continue to be moving forward in that direction and I would love to see a future where little girls can grow up and know that they can wear what they want."





We need your support.

We are building this campaign from the ground up, and we would like our efforts to be everywhere. We want to take over billboards across the city, and create new spaces for our communication as well. We want to showcase our youth, and help them see themselves reflected in this campaign.

The following are suggestions on how you may want to be involved, but if you don't see what you are looking for and have other ideas, just let us know!

BILLBOARD SPONSOR

As a billboard sponsor, your organisation will be represented on that specific billboard location for the entire time you are sponsoring that billboard. You can sponsor for 4 ,12, 20 or 24 weeks.

| Duration (Rental Period) | Investment | Recognition |
|--|-------------------|--|
| Friend of the Campaign 4 weeks (1 rental period) | \$1,200.00 | Logo on billboard for 4 weeks. Logo on 1 social media post about the campaign Name on website Name mentioned in media release |
| Bronze Sponsor 12 weeks (3 rental periods) | \$3,200.00 | Logo on billboard for 12 weeks. Logo on 3 social media posts about the campaign Logo on website Name mentioned in media release |
| Silver Sponsor 20 weeks (5 rental periods) | \$5,200.00 | Logo on billboard for 20 weeks. Logo on 5 social media posts about the campaign. 'Thank you' social media post which focuses on your organisation. Logo on website Name mentioned in media release |
| Gold Sponsor 24 weeks (6 rental periods) | \$6,200.00 | Logo on billboard for 24 weeks. Logo on 6 social media posts about the campaign. 'Thank you' social media post which focuses on your organisation. Logo on website Multiple mentions in media release. |

TITLE SPONSOR
\$10,000.00 (EXCLUSIVE)

As the title sponsor, your organisation's name will be exclusively tied to the campaign. It is the only exclusive level of sponsorship available, and wherever the campaign is, your organisation will be.

Recognition

Company name included in the title of the campaign. Example: (Future North Logo)

Hope | Espoir in partnership with YOUR COMPANY NAME HERE.

Logo on all billboards.

Logo on all social media posts about the campaign

Thank you' social media post which only includes your organisation.

Logo on website (prominently displayed).

Multiple mentions in media release.

Speaking opportunity at Launch Event.



“Investing in the youth is really investing in our future.”

“Making sure that these youth have supports and good spaces to learn, and to explore their curiosities at an early age will help them develop where they want to go and have that motivation and self-empowerment to go and pursue it.”



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CAMPAIGN PRESENTED BY

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